

**Amendments to the Specification:**

Please replace the paragraph beginning at page 6, line 22, with the following amended paragraph:

FIG. 6 is a rear elevation view of the illuminated display device of FIG. 5 without a displayed display module disposed therein;

Please replace the paragraph beginning at page 7, line 9, with the following amended paragraph:

FIG. 10 is a sectional side elevation view along line 10-10 of ~~FIG. 1; and FIG. 5;~~

Please replace the paragraph beginning at page 8, line 20, with the following amended paragraph:

As shown in ~~[[FIG. 2]]~~ FIGS. 1 and 2, illuminated display device 16 includes a cabinet 17 having housing 14 and transparent doors 20 and 20'. Housing 14 includes lighting source 18 spaced in front of a rear wall 19 of housing 14 to backlight display modules 10a-d when display modules 10a-d are disposed within housing 14. Lighting source 18 preferably includes fluorescent light tubes of a suitable length and wattage, but alternatively any other suitable lighting source can be utilized as is known in the art.

Please replace the paragraph beginning at page 9, line 12, with the following amended paragraph:

Housing 14 is preferably formed from any desirable relatively rigid and relatively weatherproof material, such as metal or plastic, for example, and preferably aluminum, and which is suitable to protect the housing and door from the deleterious effects of sun, wind, rain, snow, freezing temperatures, and elevated temperatures, particularly when illuminated display device 16 is used in an outdoor environment. Door 20 is also preferably of a weatherproof material and has a transparent ~~portion~~ portion 27 so as to enable display modules 10a-d to be viewed through door 20. Thus, door 20 is preferably glass, but may be any other suitable transparent or substantially translucent material which is substantially weatherproof.

Please replace the paragraph beginning at page 10, line 6, with the following amended paragraph:

Typically, display modules 10a-d are spaced in front of a suitable lighting source 18, as shown in FIG. 2. Display modules 10a-d include a transparent or at least a substantially translucent self-supporting panel 24 having ~~front and rear sides~~ rear side 28', a front face 28, and a plurality of opposed, horizontally disposed divider members 26, 26' positioned over panel 24 on front face 28 of panel 24, as shown in ~~[[FIG. 3]]~~ FIG. 2. Divider members 26, 26' are held in place by a plurality of retention members 34, 34', and when in place, divide front face 28 of display modules 10a-d into a plurality of horizontal regions 37, 37', as shown by display module 10a in FIGS. 3-4.

Please replace the paragraph beginning at page 12, line 9, with the following amended paragraph:

For example, in one embodiment, as shown in FIGS. 3 and 10, divider members 26, 26' have a front portion 44, 44' with an "H-shaped" cross-section and integral rear portions 46, 46'. The "H-shaped" cross-section defines an opposed pair of longitudinally extending channels 48, 48' in divider member 26, for example. Integral rear portion 46 of divider member 26 defines an inwardly extending clip member 55 (male portion) adapted to be releasably engageable with an opposed pair of retention members 34, 34'. Retention members 34, 34' therefore, preferably include a female portion 51, 51', respectively, for example as in a clip 53, 53' for engaging inwardly extending clip member 55 of divider member 26. Preferably, each divider member 26 is only engageable to the retention member 34 in a direction perpendicular to the plane of panel 24, as is also shown in FIGS. 3 and 10.

Please replace the paragraph beginning at page 12, line 21, with the following amended paragraph:

It is contemplated that each of display modules ~~[[10s a-d]]~~ 10a-d may include at least four columns 50, 50', 50'', 50''' of retention members 34, 34', 34'', 34''' such that at least a two-section menu board is provided, as shown by display module 10a in FIG. 4. By "section" it is meant a plurality of divider members 26, 26' spaced vertically above and below one another. Thus, one section 57 may be for breakfast, for example, and the second section 59 may be for lunch/dinner items, for example.

It is contemplated that display modules [[a-d 10]] 10a-d may include as few or as many sections as is desired.

Please replace the paragraph beginning at page 13, line 10, with the following amended paragraph:

Each divider member 26 includes channels 48 and 48' for retaining portions of information display members 54 having indicia on at least one face thereof, such as relating to food description, pricing, and other information, as shown in FIGS. 2 and 10, for example. In one embodiment, as shown in FIG. 3, divider member 26 includes a pair of longitudinally extending channels 48, 48' in ~~a top portion 58 of upper divider member 26 and a bottom portion 60 of lower divider member 26'~~ to provide channels 48 and 48' for top portion 62 and bottom portion 64 of display member 54, respectively, which act as retaining structures. Longitudinally extending channels 48, 48' preferably extend along substantially the whole longitudinal length of each divider member 26.

Please replace the paragraph beginning at page 14, line 7, with the following amended paragraph:

The display members of the present invention may provide food descriptions, pricing information, restaurant or company information, artwork, or any other desired information. Display members 54, 54' are preferably elongated strips, as shown in FIG. 4, which have translucent portions such that when the display module 10 is positioned inside housing 14, light may project through the translucent portions of display member 54 members 54, 54' such that the indicia on display members 54, 54' are easily viewable, particularly in darkness, as shown in FIG. 2. Typically, display members 54, 54' are plastic so as to enable the display member to flex in order to be inserted within divider members 26, 26'; however, any other suitable material may be used which has a translucent portion.

Please replace the paragraph beginning at page 14, line 17, with the following amended paragraph:

In accordance with another aspect of the present invention, as shown in FIGS. 8-9, display ~~module 10c~~ module 10a includes attachment members 65 which extend outward ~~from body~~ from the body of panel 24. When display ~~module 10c~~

module 10a is inserted within corresponding slot 67 of housing 14, and lowered within a cavity 69 of housing 14, attachment members 65 facilitate the insertion of display ~~module 10c~~ module 10a within housing 14 as will be discussed in detail further below. In one embodiment, panel 24 includes L-shaped cut-out portions 68 on each side of panel 24 as shown in FIGS. 2-3, to define a relatively large tab 72 which may be inserted into corresponding slot 74 in the upper wall of the panel to facilitate the insertion of display module 10 in housing 14.

Please replace the paragraph beginning at page 15, line 3, with the following amended paragraph:

In operation, self-supporting frameless display modules 10a-d are assembled from its components as follows. If not already secured to or integral with panel 24, the plurality of opposed pairs of retention ~~members 26~~ members 34 are secured to the panel and arrayed in first and second vertically disposed columns, as shown in FIGS. 3 and 10. For example, as shown in FIG. 3, vertically elongated members 38, 38', 38'' (intermediate members), which include retention members 34, 34', 34'' on a surface thereof may be secured to panel 24 by inserting grommets 40, 40', 40'' through corresponding apertures 42, 42', 42'' in panel 24 and corresponding apertures 43, 43', 43'' in elongated members 38, 38', 38''. Washers 45, 45', 45'', preferably of rubber, may also be used when securing elongated members 38, 38', 38'' to panel 24.

Please replace the paragraph beginning at page 15, line 14, with the following amended paragraph:

Each divider member 26 may then be positioned within the respective opposed pairs of retention members. In the embodiment wherein divider member 26 has a front portion 44 with an "H-shaped" cross-section and integral rear portion 46 of divider member 26 defines an inwardly extending clip member 55, inwardly extending clip member 55 is inserted into opposed pairs of retention members 34, 34' to secure divider member 26 in its desired position on display modules 10a-d. Divider member 26 may be detached and removed from retention members ~~34, 34'~~ 34, 34' by pulling ~~display~~ divider member 26 in a direction away from panel 24 and

slowly turning divider member 26 in a clockwise or counterclockwise direction. A top portion 62 of display member 54 may be inserted into a first longitudinally extending retaining channel 48 of a first dividing member 26 and pushed upward such that display member 54 abuts the deepest portion of channel 48, as shown in FIG. 2. Display member 54 may subsequently be flexed inward to facilitate the insertion of lower edge 64 of the same display member 54 into a second longitudinally extending retaining channel 48' disposed vertically below first longitudinally extending channel 48 on an adjacent second dividing member 26'. Display member 54 may then be firmly held in place within the longitudinally extending channels.

Please replace the paragraph beginning at page 16, line 8, with the following amended paragraph:

In the embodiment where a divider member 102 includes at least two apertures 104, 104' which correspond to at least two apertures 106, 106' on a display member 108, as shown in FIG. 13, display members 108 may be installed in display ~~module 100~~ module 101 by aligning the apertures 106, 106' of display member 108 with apertures 104, 104' of divider member 102. A peg 110 or other securing member may then be inserted into the apertures to secure display member 108 to divider member 102.

Please replace the paragraph beginning at page 16, line 15, with the following amended paragraph:

The display module is now assembled and ready for insertion into opening 12 of housing 14 of illuminated display device 16. To insert any ~~one display~~ one of display modules 10a-d in housing 14, door 20 is first unlatched and opened to allow access to front opening 12 of housing 14. The relatively large upper tab 72 of display module 10a, for example, may be directed upward in the direction of arrow R into a corresponding slot 74 in upper wall ~~[[15 of]]~~ 15a of housing 14, as shown in FIGS. 8 and 10. Tabs 65, if present, extending from sides of display module 10 may be inserted into a corresponding slot 67 in housing 14 and then lowered in a downward direction in cavity 69 to secure the display module in place, as shown in

FIG. 9. Fully assembled illuminated display devices including display modules in accordance with the present invention can be found in FIGS. 5 and 7, for example.

**Amendments to the Drawings:**

The attached sheets of drawings include changes to Figs. 3, 4, 10 and 11. These sheets, which include Figs. 3, 4, 8, 9, 10, 11 and 12, replace the original sheets including Figs. 3, 4, 8, 9, 10, 11 and 12.

In Fig. 3, reference numerals 54, 62, and 64 have been added to indicate the display member and its top and bottom portions, respectively. Reference numeral 53' has been changed to 51' to properly indicate the female portion of clip 53' and reference numeral 51' has been changed to 53' to indicate the clip. Reference numerals 38' and 38 have been changed to 38 and 38' to indicate the proper orientation of the vertically elongated members. Reference numeral 24' has been changed to 24 to indicate the translucent self-supporting panel.

In Fig. 4, reference numeral 38' ' ' has been added.

In Fig. 10, reference numerals 31, 26' ' and 156 have been deleted since they are not referred to in the specification.

In Fig. 11, a lead line was added to reference numeral 208.

Attachment: Replacement Sheets  
Annotated Sheets Showing Changes